

## SUPPLEMENTAL DECLARATION OF DAVID B. ALLISON, Ph.D

1. My qualifications and my opinions in this matter were set forth in a Declaration dated January 29, 2008. The subject that I addressed — the scientific evidentiary basis or lack thereof for claims that Regulation 81.50 requiring chain restaurants to post the calorie content of standardized menu items in a specified manner will help reverse an epidemic of obesity among New Yorkers — has since been addressed by several experts who submitted declarations on behalf of the City of New York (the "City experts", i.e. Drs. Thomas R. Frieden, Marie-Pierre St-Onge, Mary T. Bassett, Marlene B. Schwartz, Barry M. Popkin, Xavier Pi-Sunyer and Ms. Kiyah J. Duffey). The City experts discuss why they believe that some of the studies discussed or referenced in my Declaration make it reasonable to hypothesize that calorie content

posting will affect people's selection of high-calorie food, at least in the short term. They also point to various purported weaknesses or limitations in studies I cited that tend to support the conjecture that mandatory calorie posting could be ineffectual or even conceivably counter-productive.

2. There is less disagreement here than meets the eye. There is agreement that the studies published to date cannot support the conclusion that the regulation will be effective in reducing obesity or the conclusion that it will be ineffective in doing so, or the conclusion that it will be counter-productive. Rather, each of those conclusions could be supported only by conjecture or speculation, based on the current state of knowledge. That is the opinion I expressed in my original Declaration, and it is one I reaffirm here.<sup>1</sup>

3. A point of criticism advanced by two of the experts who submitted declarations for the City is their view that I have applied or advocated an inappropriate standard by which to evaluate the lawfulness of a measure designed to promote public health. However, that is an unequivocally incorrect characterization of what I wrote in my previous Declaration. In my Declaration, I wrote "it is important to clarify the standard of evidence I will refer to herein. I refer to scientific evidence and by evidence I mean facts that could potentially lead to a reasonable conclusion that causation exists as opposed to facts that could lead one to conjecture or hypothesize about putative causation." That is, I discussed a standard for drawing conclusions about causation, not for deciding whether proposed laws should or should not be

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<sup>1</sup> My opinion as stated here and in my original Declaration is my own as a scientist and obesity expert, not necessarily that of any academic, professional or other organization with which I am affiliated.

adopted. I did *not* address the question of what standard to use to evaluate the lawfulness or appropriateness of a public health measure. My understanding is that it is not my role or the role of any expert to make that determination, but rather that is a legal determination for the courts to make.

4. What I have done instead is to survey the scientific studies that are relevant to determining the likely effectiveness of the regulation in reducing obesity, and to describe the current state of knowledge on the relevant subject. As I have said, those studies would support only conjecture that the regulation would be effective, ineffective, or even conceivably counterproductive in reducing obesity.

5. Some of the City experts seem to have misinterpreted my original Declaration as insisting that no proposed intervention, such as calorie posting, should be considered evidence-based unless it is supported by randomized controlled trials, the 'gold standard' for scientifically evaluating obesity interventions (e.g. Frieden declaration ¶¶ 65-67, Schwartz Decl. ¶ 8). But my original Declaration recognized that the absence of randomized controlled studies, while important, is not necessarily decisive in all contexts. In their absence, a critical question becomes whether there is a body of good, reliable observational studies that show a consistent association between the independent variable of interest — in this case, posting calorie information in chain restaurants in the manner required by the Regulation — and the outcome of interest — in this case, obesity.

- I surveyed the literature and asked: Are there are any observational studies in the literature that demonstrate an association between such calorie posting, whether or not in chain restaurants, and obesity? I

concluded that there are none. None of the City experts have stated otherwise.

- I then asked: Are there any observational studies that demonstrate an association between such calorie posting, whether or not in chain restaurants, and any weight change in the customers, or any decrease in caloric intake over an extended period? I concluded that there are none. None of the City experts have stated otherwise.
- I then asked: Are there any observational studies that demonstrate an association between calorie posting and the customers' caloric intake over a period of a week, or even a single day? I concluded that there are none, and none of the City experts have stated otherwise.

6. A survey that the City heavily relies on is the one it conducted last year on ordering in New York City chain restaurants. Dr. Bassett has submitted a declaration describing the study and has also submitted a draft report of its findings sent to a peer-reviewed journal. Several points deserve mention.

(a) The study is certainly not an observational study that would fall into any of the categories mentioned in the preceding paragraph. It did not report on obesity, weight change or caloric intake over an extended period of time or even a single day. The design does not permit conclusions to be drawn regarding whether any reduction in calories purchased at lunchtime was or was not compensated for by meals or energy expenditure in the following hours or days. In contrast to the way the study was presented by the Board of Health and to the public when Regulation 81.50 was proposed (Notice of Adoption [of Regulation 81.50] at pp. 6-7), the paper submitted for

peer-review draws quite modest conclusions, and does not claim to have shown an effect on weight gain or on cases of obesity or preventable diabetes.

(b) The paper submitted for peer-review points out a number of important limitations, which were among those pointed out in my original declaration. The findings are subject to at least three limitations:

"First, Subway patrons might not be representative of all chain restaurant patrons..."

"Second, it is possible that Subway patrons who reported seeing calorie information did so because they were more concerned about weight than Subway patrons who reported not seeing calorie information."

"Third, study respondents may have differed from patrons choosing not to participate."

(Basset MT et al, Purchasing Behavior....New York City, 2007, unpublished).

(c) The study findings on ordering at Subway restaurants are presented as indicative of the positive effect of posting calorie information in a manner similar to that mandated by Regulation 81.50 as opposed to other methods such as brochures, posters (not necessarily at the point of purchase), packaging etc. That is premised on the study authors' statement that, at the time of the study, Subway placed calorie information "on deli cases near the registers"; Subway reportedly "displayed calorie information for selected items at the point of purchase somewhat visibly" (Basset, 2007, pp. 6,7). However, as I pointed out in my original Declaration, the study material provided by the City in response to a Freedom of Information request includes logs that document what the study's own observers recorded regarding calorie information at the Subway sites studied. I have attached these as Exhibit A.

7. As can be seen from the logs, the printed form calls for the observers to note: (a) Is calorie information on the menu board?; (b) Is calorie information

elsewhere? If the answer is "elsewhere", the observers are called on to note whether it is on posters, pamphlets, or "other", with a blank to detail "other". At my request, two people independently tabulated the answers on the sheets. Because of ambiguities in the documentation provided, the two tabulations were not identical, though they were quite close. Where discrepancies exist, I have reported the range of values. According to these counts, the logs show information for 46 or 47 Subway restaurants, and that the numbers of restaurants using various media were as follows:

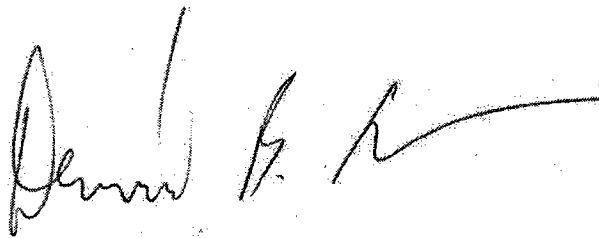
Decals	8
Countertop	2
Napkins	16
Cups	12
Posters	12 or 14
Pamphlets	14 or 17
Food wrappers	1
None/Missing Data	12 or 13

The total is more than 46 or 47, since many used more than one method. These data do not support the claim that Subway customers who noticed calorie information must have seen it posted at the point of purchase rather than on pamphlets, posters, napkins or various other ways that the study workers noted and logged. Dr Bassett states (Declaration ¶ 8) that I have not had "direct contact" with the study staff, have an "incomplete understanding of the field research methods" and that I am unaware that the data collector's "priority" was not to assess the ways other than menu boards that the calorie information was provided (i.e., the information called for in the logs). It is certainly true that my understanding of the study comes from the written materials supplied by the City in response to a Freedom of Information request, and not from personal contact with study staff. However, it is a basic requirement of scientific research that the methodology and findings be documented in writing in a clear manner that could make them reproducible by other scientists. It is incumbent upon

researchers to set out clearly and accurately the factual basis for statements in a study, like the one that Subway customers who saw calorie information saw it near the registers. If there is such documentation, I have not been able to locate it and it has not been presented in the paper submitted for publication, in the Notice of Adoption that accompanied enactment of the Regulation, or in Dr Bassett's own Declaration.

I declare under penalty of perjury pursuant to 28 U.S.C. § 1746 that the foregoing is true and correct.

Executed on February 14, 2008

A handwritten signature in black ink, appearing to read "David B. Allison", with a long horizontal flourish extending to the right.

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David B. Allison, Ph.D.

Exhibit A



ID#: 2OBSERVATION LOGQSE Name: SubwayDate: April 3, 2005QSE Address: 146-04 Jamaica AvenueTeam: #4 Julens

Time

Arrival: 10:50Start: 1130End: 130Departure: 135

	# patrons	# surveys
TOTAL	<u>35</u>	<u>19</u>

# unused MetroCards: 36 ✓# multiple diners: 2AT ARRIVAL:Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alt. locationIs calorie information elsewhere? ☐ No ☐ Poster ☐ Pamphlet ☒ Other: napkins, cupsAT END OF SHIFT:

Is there a drive-through window?

☐ Yes → how many patrons were using drive-through? ☐ None ☐ Some ☐ A lot☒ No

Were any items purchased but did not show up on the receipt? (e.g. drink or side w/ combinations)

At first, receipts given did not reflect customers purchases.  
We mentioned this to the manager, and they started printing  
full receipts.

Any site-specific specials/promotions? If so, please describe:

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OTHER NOTES: (e.g. language barrier; location – residential, commercial, industrial; problems; etc)Very low traffic. Not much traffic on this block in general.


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ID#: 15**OBSERVATION LOG**QSE Name: SubWAYDate: 4/6/07QSE Address: 180 DYCKMAN STREETTeam: #2

Time

Arrival: 11:30Start: 11:40End: 2:05Departure: 2:05

	# patrons	# surveys
TOTAL	52	35

# unused MetroCards: 20 ✓# multiple diners: 0**AT ARRIVAL:**Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☐ No ☒ Poster ☐ Pamphlet ☐ Other: \_\_\_\_\_**AT END OF SHIFT:**

Any site-specific specials/promotions? If so, please describe:

None**COMBINATIONS:**Does this location have value/combination options? ☐ Yes ☒ NoIf **YES**, are all items detailed and included on receipt? ☐ Yes ☐ No

What is included in the standard combination other than the entrée?

☐ Side → how many are included in the combination? \_\_\_\_\_☐ Drink → what size? \_\_\_\_\_☐ Other comments: \_\_\_\_\_**MANAGEMENT:**☒ Introduction at beginning? Comments: Well Received☐ Approached by management? Comments: \_\_\_\_\_☒ Pamphlets (2) given. Comments: Well Received.**OTHER NOTES:** (e.g. co-brand, demographics, language, location, drive-through, problems, etc)The location very small. Slow traffic.  
only 300 square feet.!!

#17

ID#: 40900867

OBSERVATION LOGQSE Name: SubwayDate: 5/21/07QSE Address: 173 West 26<sup>th</sup> StreetTeam: BARRY BASTHER  
MARC MARCELLI  
DOMINGO MORALESTime  
Arrival: 11:30  
Start: 12:01  
End: 1:44  
Departure: 1:51

	# patrons	# surveys
TOTAL	162	55

# unused MetroCards: 0# multiple diners: 1AT ARRIVAL:Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☒ No ☐ Poster ☒ Pamphlet ☐ Other: limited info on napkins & pamphletsAT END OF SHIFT:

Any site-specific specials/promotions? If so, please describe:

NoCOMBINATIONS:Does this location have value/combination options? ☒ Yes ☐ NoIf YES, are all items detailed and included on receipt? ☐ Yes ☐ No

What is included in the standard combination other than the entrée?

☒ Side → how many are included in the combination? 1☒ Drink → what size? M☐ Other comments: \_\_\_\_\_MANAGEMENT:☒ Introduction at beginning? Comments: Good, AWARE of New Posting law☐ Approached by management? Comments: \_\_\_\_\_☒ Pamphlets (2) given. Comments: THANKSOTHER NOTES: (e.g. co-brand, demographics, language, location, drive-through, problems, etc)

MAJORITY OF DINERS WERE OF LATINO/BLACK DESCENT WITH ANY WHITE INDIVIDUALS APPEARING OF MIDDLE CLASS OR HIGHER INCLUDING 5 WHO SAID "LOOK AT ME, DO I NEED TO LOOK AT CALORIE INFO". NO LATINO/BLACK EXPRESSED ANY REGRET OR "SHAME" FOR CHOOSING THEIR MEALS AS ONE 20's WHITE PERSON SAID "I KNOW I SHOULD LOOK, IS THAT BAD?"

ID#: 21**OBSERVATION LOG**QSE Name: SubwayDate: 5/15/07QSE Address: 1068 2nd aveTeam: 1

Time

Arrival: 11:49Start: 11:52End: 1:30Departure: 1:45

	# patrons	# surveys
TOTAL	79	56

estimated # add'l drive-thru patrons: \_\_\_\_\_

# unused MetroCards: 02 ✓# multiple diners: 3**AT ARRIVAL:**Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☐ No ☐ Poster ☐ Pamphlet ☒ Other: Nutrition + GPS cc**AT END OF SHIFT:**

Any site-specific specials/promotions? If so, please describe:

Posters**COMBINATIONS:**

Does this location have value/combination options?

☒ Yes☐ NoIf **YES**, are all items detailed and included on receipt?☐ Yes☐ No

What is included in the standard combination other than the entrée?

☐ Side → how many are included in the combination? 1☒ Drink → what size? 21oz☐ Other comments: \_\_\_\_\_**MANAGEMENT:**☒ Introduction at beginning? Comments: went good☐ Approached by management? Comments: \_\_\_\_\_☒ Pamphlets (2) given. Comments: yes**OTHER NOTES:** (e.g. co-brand, demographics, language, location, problems, etc)people were very receptive and wanted to get the free card

ID#: 00

OBSERVATION LOG

QSE Name:

Subway

Date:

May 12, 2009

QSE Address:

463 Lexington Avenue New York

Team:

#4 Queens

Time

Arrival:

11:30

Start:

11:35

End:

1:30

Departure:

1:35

	# patrons	# surveys
TOTAL	181	55

estimated # add'l drive-thru patrons: N/A# unused MetroCards: 11 customer did not want card# multiple diners: 1AT ARRIVAL:

Is calorie information on the menu board?

☒ No☐ Yes, proceed to alternate location

Is calorie information elsewhere?

☒ No☐ Poster☐ Pamphlet☐ Other: \_\_\_\_\_AT END OF SHIFT:

Any site-specific specials/promotions? If so, please describe:

COMBINATIONS:

Does this location have value/combination options?

☐ Yes☐ NoIf YES, are all items detailed and included on receipt?☐ Yes☐ No

What is included in the standard combination other than the entrée?

☐ Side → how many are included in the combination? \_\_\_\_\_☐ Drink → what size? \_\_\_\_\_☐ Other comments: \_\_\_\_\_MANAGEMENT:☒ Introduction at beginning? Comments: \_\_\_\_\_☐ Approached by management? Comments: \_\_\_\_\_☒ Pamphlets (2) given. Comments: \_\_\_\_\_OTHER NOTES: (e.g. co-brand, demographics, language, location, problems, etc)Busy - crowded sidewalk - not sure if patrons were not stopping due to time constraints or just not interested.

ID#: 408-27050

(31)

**OBSERVATION LOG**QSE Name: SUBWAYDate: 06/08/07QSE Address: 106 GREENWICH STREETTeam: BASMY  
JESSICA  
DOMINGO

Time Arrival: 11:50  
 Start: 12:25  
 End: 2:25  
 Departure: 2:30

	# patrons	# surveys
TOTAL	64	<del>27</del>

# unused MetroCards: 29# multiple diners: 0**AT ARRIVAL:**Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☒ No ☐ Poster ☐ Pamphlet ☐ Other: \_\_\_\_\_**AT END OF SHIFT:**Any site-specific specials/promotions? If so, please describe:  
\_\_\_\_\_  
\_\_\_\_\_**COMBINATIONS:**Does this location have value/combination options? ☒ Yes ☐ NoIf YES, are all items detailed and included on receipt? ☒ Yes & ☒ No

What is included in the standard combination other than the entrée?

☐ Side → how many are included in the combination? 1☐ Drink → what size? M☐ Other comments: \_\_\_\_\_**MANAGEMENT:**☒ Introduction at beginning? Comments: FINE☐ Approached by management? Comments: \_\_\_\_\_☐ Pamphlets (2) given. Comments: \_\_\_\_\_**OTHER NOTES:** (e.g. co-brand, demographics, language, location, drive-through, problems, etc)\* RECEIPTS INITIALLY GIVEN ON "PHONE ORDER" RECEIPT INSTEAD OF PRINTEDOUT:  
\_\_\_\_\_  
\_\_\_\_\_

ID#: 40OBSERVATION LOGQSE Name: SubwayDate: April 26, 2008QSE Address: 245-06 Horace Harding ExpresswayTeam: #4 Queens

Time

Arrival: 10:40Start: 11:30End: 1:32Departure: 1:30

	# patrons	# surveys
TOTAL	<u>20</u>	<u>18</u>

# unused MetroCards: 3 ✓# multiple diners: 2estimated # drive-thru patrons: N/AAT ARRIVAL:Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☒ No ☐ Poster ☐ Pamphlet ☐ Other: \_\_\_\_\_AT END OF SHIFT:Any site-specific specials/promotions? If so, please describe:  
\_\_\_\_\_  
\_\_\_\_\_COMBINATIONS:Does this location have value/combination options? ☐ Yes ☒ NoIf YES, are all items detailed and included on receipt? ☐ Yes ☒ No

What is included in the standard combination other than the entrée?

☐ Side → how many are included in the combination? \_\_\_\_\_☐ Drink → what size? \_\_\_\_\_☐ Other comments: \_\_\_\_\_MANAGEMENT:☒ Introduction at beginning? Comments: very friendly☐ Approached by management? Comments: \_\_\_\_\_☒ Pamphlets (2) given. Comments: \_\_\_\_\_OTHER NOTES: (e.g. co-brand, demographics, language, location, problems, etc)Divine Road of L.I.E - customers very nice, friendly

OBSERVATION LOG

QSE Name: Subway  
 QSE Address: 9206 4<sup>th</sup> Ave Bklyn, NY

Date: 3/29/07

Time  
 Arrival: 12:00  
 Start: 12:00  
 End: 2:00  
 Departure: 2:10

	# patrons	# surveys
TOTAL	<u>27</u>	<u>8</u>

Team 2  
 #43

unused 47

AT ARRIVAL:

Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alt. location

Is calorie information elsewhere? ☒ No ☐ Poster ☐ Pamphlet ☐ Other: \_\_\_\_\_

AT END OF SHIFT:Store Observations:

Were any items purchased but did not show up on the receipt? (e.g. drink or side w/ combinations)

Any site-specific specials/promotions? If so, please describe:

Keep Kids Active Nutritious Option / Subway  
Promote Little League Baseball Fresh Fruit  
Jump Rope for Heart for kids

OTHER NOTES:



48

ID#:

4097277

**OBSERVATION LOG**QSE Name: SubwayDate: 4/13/06QSE Address: 244 W 14thTeam: Andrea + Karina  
6 V

Time Arrival: 12:15  
 Start: 12:20  
 End: ~~12:15~~ 2:15  
 Departure: 2:20

	# patrons	# surveys
TOTAL	82	50

# unused MetroCards: 5# multiple diners: 2

Andrea left at 1:30 PM,

AT ARRIVAL: Andy did not show upIs calorie information on the menu board? ☒ No ☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☐ No ☐ Poster ☒ Pamphlet ☐ Other: \_\_\_\_\_**AT END OF SHIFT:**Any site-specific specials/promotions? If so, please describe:  
none**COMBINATIONS:**Does this location have value/combination options? ☒ Yes ☐ NoIf YES, are all items detailed and included on receipt? ☐ Yes ☒ No

What is included in the standard combination other than the entrée?

☒ Side → how many are included in the combination? chips☒ Drink → what size? medium☐ Other comments: \_\_\_\_\_**MANAGEMENT:**☒ Introduction at beginning? Comments: nice - no management present however☐ Approached by management? Comments: \_\_\_\_\_☐ Pamphlets (2) given. Comments: \_\_\_\_\_**OTHER NOTES:** (e.g. co-brand, demographics, language, location, drive-through, problems, etc)  
calorie info on napkins, but not available until after purchase.

ID#: 57OBSERVATION LOGQSE Name: SubwayDate: April 2, 2007QSE Address: 90 - 150Team: A. M. Lohrstedt  
Team #4 Queens

Time

Arrival: 10:35Start: 11:40End: 1:42Departure: 2:20

	# patrons	# surveys
TOTAL	60	33

# unused MetroCards: 22✓# multiple diners: 6AT ARRIVAL:Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alt. locationIs calorie information elsewhere? ☐ No ☐ Poster ☐ Pamphlet ☒ Other: counter top  
upsAT END OF SHIFT:

Is there a drive-through window?

☒ Yes → how many patrons were using drive-through? ☐ None ☐ Some ☐ A lot  
☒ No

Were any items purchased but did not show up on the receipt? (e.g. drink or side w/ combinations)

Any site-specific specials/promotions? If so, please describe:

Subway - fresh fit for kids "a Fresh Alternative for kids"  
new choices for nutritious mealsOTHER NOTES: (e.g. language barrier; location – residential, commercial, industrial; problems; etc)Mall - food court - very busy - a lot of fo  
different food variations  
KFC, McDonalds, Thai etc

ID#: S3OBSERVATION LOGQSE Name: Subway  
QSE Address: 1724 VictoryDate: 04-02-07  
Team: #3Time  
Arrival: 11:45  
Start: 11:55  
End: 2:00  
Departure: 2:05

	# patrons	# surveys
TOTAL	<u>77</u>	<u>36</u>

# unused MetroCards: 19 ✓  
# multiple diners: 3 (2)AT ARRIVAL:Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alt. location  
Is calorie information elsewhere? ☐ No ☐ Poster ☒ Pamphlet ☐ Other: \_\_\_\_\_AT END OF SHIFT:Is there a drive-through window?  
☐ Yes → how many patrons were using drive-through? ☐ None ☐ Some ☐ A lot  
☒ No

Were any items purchased but did not show up on the receipt? (e.g. drink or side w/ combinations)

Any site-specific specials/promotions? If so, please describe:

OTHER NOTES: (e.g. language barrier; location – residential, commercial, industrial; problems; etc)

In a strip mall, limited parking. Many people said they don't take mass transit. Time on receipts is off by an hour. Half residential / half business. Seems people were buying for more than themselves. Schools are closed, people brought kids to store, kids were customers.

#55

ID#: 41144146

OBSERVATION LOGQSE Name: SUBWAYDate: 05/25/07QSE Address: 201 EAST 34<sup>TH</sup> STREET AT THIRD AVENUETeam: BASMY BASHIRANDY CHU  
DOMINGO MORENOTime Arrival: 11:43Start: 12:01End: 2:01Departure: 2:06

	# patrons	# surveys
TOTAL	57	<del>28</del> 29

# unused MetroCards: 26# multiple diners: 2AT ARRIVAL:Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☐ No ☐ Poster ☒ Pamphlet ☒ Other: NAPKINS/CUPS  
[INCLUDED IN FOLDER]AT END OF SHIFT:

Any site-specific specials/promotions? If so, please describe:

\*FREE DELIVERY OFFERED AS A SPECIFIC PROMO, ONLINE ORDERING POSSIBLE:  
WWW.CALLSUBWAY.COM \*COMBINATIONS:Does this location have value/combination options? ☒ Yes ☐ NoIf YES, are all items detailed and included on receipt? ☐ Yes ☒ No

What is included in the standard combination other than the entrée?

☒ Side → how many are included in the combination? 1☒ Drink → what size? M-L☐ Other comments: \_\_\_\_\_MANAGEMENT:

☒ Introduction at beginning? Comments: SMOOTH, SLIGHT REBUTTAL FOR HAVING STUDY <sup>WHILE POINTING TO</sup> WHILE POINTING TO

☒ Approached by management? Comments: ASKED TO STEP FROM DOOR A FEW FEET/OBSTRUCTING <sup>NUTRITION</sup> NUTRITION <sup>FALLS ON</sup> FALLS ON <sup>CUPS</sup> CUPS

☒ Pamphlets (2) given. Comments: \_\_\_\_\_

OTHER NOTES: (e.g. co-brand, demographics, language, location, drive-through, problems, etc)

MAJORITY OF PARTICIPANTS WERE WOMEN, WHITE & IN 20'S - 30'S OF AGE. AREA HAD

MANY PLACES FOR PEOPLE TO EAT AS OUR BLOCK HAD NOTHING BUT FOOD ESTABLISHMENTS

WHILE THE BEGINNING OF MEMORIAL DAY MAY HAVE HAMPERED THE NUMBER OF

PEOPLE PRESENT DURING OUR DATA COLLECTION

ID#: 57**OBSERVATION LOG**QSE Name: Subway  
QSE Address: 2-33 J B. 20th, QueensDate: 04-17-07  
Team: #3, BklynTime  
Arrival: 11:24  
Start: 11:36  
End: 3:39  
Departure: 3:47

NOON to 2:00	31	15
	# patrons	# surveys
TOTAL	58	34

2:00-4:00 27 19 → 19 by that  
# unused MetroCards: 76 ✓ 2 multi diner  
# multiple diners: 2**AT ARRIVAL:**Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alternate location  
Is calorie information elsewhere? ☐ No ☒ Poster ☒ Pamphlet ☒ Other: Napkins  
Cup**AT END OF SHIFT:**Any site-specific specials/promotions? If so, please describe:  
\_\_\_\_\_  
\_\_\_\_\_**COMBINATIONS:**Does this location have value/combination options? ☒ Yes ☐ No  
If **YES**, are all items detailed and included on receipt? ☒ Yes ☐ No  
What is included in the standard combination other than the entrée?  
☒ Side → how many are included in the combination? 1  
☒ Drink → what size? med  
☐ Other comments: \_\_\_\_\_**MANAGEMENT:**☒ Introduction at beginning? Comments: friendly, agreeable  
☐ Approached by management? Comments: \_\_\_\_\_  
☒ Pamphlets (2) given. Comments: no comments, owner showed up  
later, very friendly**OTHER NOTES:** (e.g. co-brand, demographics, language, location, problems, etc)In a small shopping mall, not much pedestrian traffic;  
people arrived by car. Customers had to go back and get  
their receipt

ID#: 59**OBSERVATION LOG**QSE Name: SubwayDate: 04-17-07QSE Address: 2-33 B. 20th, QueensTeam: #3, BklynTime Arrival: 11:24Start: 11:36End: 3:39Departure: 3:47

NOON to 2:00	31	15
	# patrons	# surveys
TOTAL	58	34

2:00-4:00 27 17

# unused MetroCards: 76 ✓ 2 multi diner# multiple diners: 2**AT ARRIVAL:**Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☐ No ☒ Poster ☒ Pamphlet ☒ Other: NapkinsCup**AT END OF SHIFT:**

Any site-specific specials/promotions? If so, please describe:

**COMBINATIONS:**Does this location have value/combination options? ☒ Yes ☐ NoIf **YES**, are all items detailed and included on receipt? ☒ Yes ☐ No

What is included in the standard combination other than the entrée?

☒ Side → how many are included in the combination? 1☒ Drink → what size? med☐ Other comments: \_\_\_\_\_**MANAGEMENT:**☒ Introduction at beginning? Comments: friendly, agreeable☐ Approached by management? Comments: \_\_\_\_\_☒ Pamphlets (2) given. Comments: NO comments, QSE showed up later, very friendly**OTHER NOTES:** (e.g. co-brand, demographics, language, location, problems, etc)In a small shopping mall, not much pedestrian traffic, people arrived by car. Customers had to go back and get their receipt

ID#: 65OBSERVATION LOGQSE Name: SubwayDate: 4/19/07QSE Address: 597 Tremont Ave BronxTeam: Bronx

Time

Arrival: 11:50Start: 11:55End: 1:30Departure: 1:35

	# patrons	# surveys
TOTAL	<u>61</u>	<u>55</u>

# unused MetroCards: 0# multiple diners: 6estimated # drive-thru patrons: n/aAT ARRIVAL:Is calorie information on the menu board? ☒ No☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☐ No ☐ Poster☒ Pamphlet☐ Other: \_\_\_\_\_AT END OF SHIFT:Any site-specific specials/promotions? If so, please describe:  
\_\_\_\_\_  
\_\_\_\_\_COMBINATIONS:Does this location have value/combination options? ☒ Yes ☐ NoIf YES, are all items detailed and included on receipt? ☒ Yes ☐ No

What is included in the standard combination other than the entrée?

☒ Side → how many are included in the combination? Chips or cookies☒ Drink → what size? Medium☐ Other comments: \_\_\_\_\_MANAGEMENT:☒ Introduction at beginning? Comments: very receptive☐ Approached by management? Comments: n/a☒ Pamphlets (2) given. Comments: noneOTHER NOTES: (e.g. co-brand, demographics, language, location, problems, etc)Right next door to very large McDonalds

ID#: 67OBSERVATION LOGQSE Name: SubwayDate: April 6, 2009QSE Address: 391 Jay StreetTeam: #4 QueensTime Arrival: 10:45Start: 11:30End: 1:30Departure: 1:35

	# patrons	# surveys
TOTAL	<u>64</u>	<u>45</u>

# unused MetroCards: 109 ✓ 1 bogus survey  
# multiple diners: 2 43AT ARRIVAL:Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☒ No ☐ Poster ☐ Pamphlet ☐ Other: \_\_\_\_\_AT END OF SHIFT:Any site-specific specials/promotions? If so, please describe:  
\_\_\_\_\_  
\_\_\_\_\_COMBINATIONS:Does this location have value/combination options? ☒ Yes ☐ NoIf YES, are all items detailed and included on receipt? ☐ Yes ☒ No

What is included in the standard combination other than the entrée?

☒ Side → how many are included in the combination? 1☒ Drink → what size? med☐ Other comments: \_\_\_\_\_MANAGEMENT:☒ Introduction at beginning? Comments: friendly manager☐ Approached by management? Comments: \_\_\_\_\_☒ Pamphlets (2) given. Comments: \_\_\_\_\_OTHER NOTES: (e.g. co-brand, demographics, language, location, drive-through, problems, etc)Great spot! Friendly and willing to stop.  
\_\_\_\_\_  
\_\_\_\_\_



#73 4095971  
ID#:**OBSERVATION LOG**QSE Name: Street Subway 261 5<sup>th</sup> aveDate: 5/14/07QSE Address: 261 5<sup>th</sup> ave & 2<sup>nd</sup> StTeam: Amr  
Don Lago  
BosmerTime  
Arrival: 11<sup>40</sup>  
Start: 12<sup>00</sup>  
End: 2<sup>05</sup>  
Departure: \_\_\_\_\_

	# patrons	# surveys
TOTAL	164	34

# unused MetroCards: 21# multiple diners: 0?**AT ARRIVAL:**Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☐ No ☐ Poster ☐ Pamphlet ☒ Other: napkins (lined)**AT END OF SHIFT:**Any site-specific specials/promotions? If so, please describe:  
\_\_\_\_\_  
\_\_\_\_\_**COMBINATIONS:**Does this location have value/combination options? ☒ Yes ☐ NoIf **YES**, are all items detailed and included on receipt? ☐ Yes ☐ No

What is included in the standard combination other than the entrée?

☒ Side → how many are included in the combination? 1☐ Drink → what size? \_\_\_\_\_☐ Other comments: \_\_\_\_\_**MANAGEMENT:**☒ Introduction at beginning? Comments: Manager not at site, Intro given to supervisor☐ Approached by management? Comments: \_\_\_\_\_☒ Pamphlets (2) given. Comments: \_\_\_\_\_**OTHER NOTES:** (e.g. co-brand, demographics, language, location, drive-through, problems, etc)Patrons needed to request receipts. Calorie info on dressing & select sandwiches available  
\_\_\_\_\_  
\_\_\_\_\_

ID#: 74OBSERVATION LOG

E Name: Subway  
 SE Address: 1720 Eastchester Rd

Date: 4/19/07  
 Team: #2

Time  
 Arrival: 11:50  
 Start: 12:00  
 End: 4:00  
 Departure: 4:20

	# patrons	# surveys
TOTAL	61	26

# unused MetroCards: 63# multiple diners: 7

estimated # drive-thru patrons: \_\_\_\_\_

AT ARRIVAL:Is calorie information on the menu board? ☒ No☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☐ No☒ Poster☒ Pamphlet☐ Other: \_\_\_\_\_AT END OF SHIFT:

Any site-specific specials/promotions? If so, please describe:

NoneCOMBINATIONS:

Does this location have value/combination options?

If YES, are all items detailed and included on rec?

What is included in the standard combination other than:

☐ Side → how many are included in the com☐ Drink → what size? \_\_\_\_\_☐ Other comments: \_\_\_\_\_12-2pmpatrons #61Surveys #26multi diners #7MANAGEMENT:☒ Introduction at beginning? Comments: Wel☐ Approached by management? Comments: \_\_\_\_\_☒ Pamphlets (2) given. Comments: WOTHER NOTES: (e.g. co-brand, demographics, language, location, problems, etc)Traffic Very Slow

ID#: 70**OBSERVATION LOG**QSE Name: SubwayDate: 1/19/07QSE Address: 1720 Eastchester RDTeam: #2

Time

Arrival:

11:50

Start:

12:00

End:

4:00

Departure:

4:20

	# patrons	# surveys
TOTAL	<u>40</u>	<u>22</u>

# unused MetroCards: 63# multiple diners: 1estimated # drive-thru patrons:     **AT ARRIVAL:**Is calorie information on the menu board? ☒ No☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☐ No☒ Poster☒ Pamphlet☐ Other:     **AT END OF SHIFT:**

Any site-specific specials/promotions? If s

None2-4pmPatrons # 40Surveys # 22Multi Diner# 1**COMBINATIONS:**

Does this location have value/combination

If **YES**, are all items detailed and in

What is included in the standard combinati

☐ Side → how many are includ☐ Drink → what size?     ☐ Other comments:     **MANAGEMENT:**☒ Introduction at beginning? Comments: Well Received☐ Approached by management? Comments:     ☒ Pamphlets (2) given. Comments: Well Received**OTHER NOTES:** (e.g. co-brand, demographics, language, location, problems, etc)Traffic Very Slow

ID#: 76OBSERVATION LOGQSE Name: SubwayDate: 7/11/07QSE Address: 3413 St. Nicholas Ave.Team: 4 QueensTime Arrival: 11:20Start: 11:45End: 1:45Departure: 4:00

	# patrons	# surveys
TOTAL	15	13

✓ # unused MetroCards: 44 → 2 ppl did not want the metacard!# multiple diners: 0AT ARRIVAL:Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☐ No ☐ Poster ☐ Pamphlet ☒ Other: napkinsAT END OF SHIFT:

Any site-specific specials/promotions? If so, please describe:

COMBINATIONS:Does this location have value/combination options? ☐ Yes ☒ NoIf YES, are all items detailed and included on receipt? ☐ Yes ☐ No

What is included in the standard combination other than the entrée?

☐ Side → how many are included in the combination? \_\_\_\_☐ Drink → what size? \_\_\_\_☐ Other comments: \_\_\_\_\_MANAGEMENT:☒ Introduction at beginning? Comments: Friendly!☒ Approached by management? Comments: The owner called on the phone to speak with us. It was all good.☐ Pamphlets (2) given. Comments: \_\_\_\_\_OTHER NOTES: (e.g. co-brand, demographics, language, location, drive-through, problems, etc)So so slow!

ID#: 26**OBSERVATION LOG**QSE Name: SubwayDate: April 11, 2009QSE Address: 314 B St Nicholas AvenueTeam: #4 Queens**Time**Arrival: 11:20Start: 1:49End: 3:49Departure: 4:00

	# patrons	# surveys
TOTAL	<u>29</u>	<u>19</u>

# unused MetroCards: 36 ✓# multiple diners: 2**AT ARRIVAL:**Is calorie information on the menu board? ☐ No ☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☐ No ☐ Poster ☐ Pamphlet ☐ Other: \_\_\_\_\_**AT END OF SHIFT:**

Any site-specific specials/promotions? If so, please describe:

- advertise on door - "Keep kids active & give nutritious options with Subway restaurant"

**COMBINATIONS:**Does this location have value/combination options? ☒ Yes ☐ NoIf YES, are all items detailed and included on receipt? ☒ Yes ☐ No

What is included in the standard combination other than the entrée?

☐ Side → how many are included in the combination? \_\_\_\_\_☒ Drink → what size? \_\_\_\_\_☐ Other comments: \_\_\_\_\_**MANAGEMENT:**☒ Introduction at beginning? Comments: \_\_\_\_\_☒ Approached by management? Comments: see 1st half of day☐ Pamphlets (2) given. Comments: \_\_\_\_\_**OTHER NOTES:** (e.g. co-brand, demographics, language, location, drive-through, problems, etc)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

ID#: 82OBSERVATION LOGQSE Name: Subway  
QSE Address: 220 East 161stDate: 4/02/07  
Team: BrenxTime Arrival: 11:40  
Start: 11:50  
End: 1:29  
Departure: 1:31

	# patrons	# surveys
TOTAL	101	56

# unused MetroCards: 2\* # multiple diners: 4 (see yellow post 11)  
5AT ARRIVAL:Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alt. locationIs calorie information elsewhere? ☐ No ☐ Poster ☐ Pamphlet ☒ Other: \_\_\_\_\_On a post-card in the display caseAT END OF SHIFT:

Is there a drive-through window?

☐ Yes → how many patrons were using drive-through? ☐ None ☐ Some ☐ A lot  
☒ No

Were any items purchased but did not show up on the receipt? (e.g. drink or side w/ combinations)

Potatoe Chips / Doritos etc does not show up on receipt  
nor does the type of cookie which was selected

Any site-specific specials/promotions? If so, please describe:

Special of the day was meatball hero, however, did  
not seem to be so popular.\* we noted our multiple diners with a yellow post it.  
we circled what our individual customer purchased for  
him/her selfOTHER NOTES: (e.g. language barrier, location – residential, commercial, industrial; problems; etc)As the subway began to get busy they began issuing  
"no sale" receipts which did not indicate type of sandwich.  
I spoke with the mgr. and gently reiterated our purpose  
at which point he complied. Register receipts were never  
adjusted for daylight svs time. 2 metro cds returned  
customer's gave receipt but did not take cds.  
Surveys are numbered under receipts

ID#: 89OBSERVATION LOGQSE Name: SubwayDate: 4/23/07QSE Address: 162 W 13<sup>th</sup> StreetTeam: Andy  
Michelle  
Gina

Time Arrival: 11:40  
 Start: 12:00  
 End: 2:15  
 Departure: 2:30

	# patrons	# surveys
TOTAL	75	55

# unused MetroCards: 0# multiple diners: 1  
(# of 25)AT ARRIVAL:

Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alternate location  
 Is calorie information elsewhere? ☐ No ☐ Poster ☐ Pamphlet ☒ Other: Glass guard

AT END OF SHIFT:

Any site-specific specials/promotions? If so, please describe:

Fresh pit mealCOMBINATIONS:Does this location have value/combination options? ☒ Yes ☐ NoIf YES, are all items detailed and included on receipt? ☐ Yes ☒ No

What is included in the standard combination other than the entrée?

☒ Side → how many are included in the combination? raisins or apples☒ Drink → what size? 21 oz.☐ Other comments: \_\_\_\_\_MANAGEMENT:☒ Introduction at beginning? Comments: no complaint☐ Approached by management? Comments: \_\_\_\_\_☒ Pamphlets (2) given. Comments: Thanked.OTHER NOTES: (e.g. co-brand, demographics, language, location, drive-through, problems, etc)

ID#: 41157600**OBSERVATION LOG**QSE Name: Jessica Kosciwicz, Niki Tschritzis, Mona Sayed Date: 6/6/07QSE Address: 1105 Church St Team: \_\_\_\_\_Time Arrival: 12:00Start: 12:20End: 2:00

Departure: \_\_\_\_\_

	# patrons	# surveys
TOTAL	<u>119</u>	<u><del>54</del> 54</u>

# unused MetroCards: 2# multiple diners: 5**AT ARRIVAL:**Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☐ No ☐ Poster ☐ Pamphlet ☒ Other: Cal on glass in front of sandwich ingredients**AT END OF SHIFT:**

Any site-specific specials/promotions? If so, please describe:

Today's Special Gench Salami + pepperoni**COMBINATIONS:**Does this location have value/combination options? ☒ Yes ☐ NoIf **YES**, are all items detailed and included on receipt? ☐ Yes ☐ No

What is included in the standard combination other than the entrée?

☒ Side → how many are included in the combination? 1 bag of chips☒ Drink → what size? 21oz. or 32oz☐ Other comments: \_\_\_\_\_**MANAGEMENT:**☒ Introduction at beginning? Comments: \_\_\_\_\_☐ Approached by management? Comments: \_\_\_\_\_☐ Pamphlets (2) given. Comments: \_\_\_\_\_**OTHER NOTES:** (e.g. co-brand, demographics, language, location, drive-through, problems, etc)\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



OBSERVATION LOG

QSE Name: Subway  
 QSE Address: 300 W 135<sup>th</sup> St

Date: 3/28/07

Time  
 Arrival: 11:45  
 Start: 12:00  
 End: 2:10  
 Departure: 2:10

	# patrons	# surveys
TOTAL	<u>54</u>	<u>24</u>

(24)

Team 2

ID#

92

AT ARRIVAL:

Is calorie information on the menu board? ☐ No ☒ Yes, proceed to alt. location

Is calorie information elsewhere? ☐ No ☐ Poster ☐ Pamphlet ☐ Other: \_\_\_\_\_

AT END OF SHIFT:Store Observations:

Were any items purchased but did not show up on the receipt? (e.g. drink or side w/ combinations)

No.

Any site-specific specials/promotions? If so, please describe:

Yes Children / Half Sandwich  
Low Fat Milk & Apples.

OTHER NOTES: School Next to Subway  
Challenge.

ID#: 103**OBSERVATION LOG**QSE Name: SubwayDate: May 16, 2009QSE Address: 2595 Broadway New YorkTeam: #4 Queens

Time

Arrival: 11:20Start: 11:30End: 1:30Departure: 1:35

	# patrons	# surveys
TOTAL	<u>56</u>	<u>41</u>

estimated # add'l drive-thru patrons: N/A# unused MetroCards: 14 ✓# multiple diners: 1**AT ARRIVAL:**Is calorie information on the menu board? ☐ No ☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☐ No ☐ Poster ☐ Pamphlet ☐ Other: \_\_\_\_\_**AT END OF SHIFT:**

Any site-specific specials/promotions? If so, please describe:

**COMBINATIONS:**Does this location have value/combination options? ☐ Yes ☐ NoIf **YES**, are all items detailed and included on receipt? ☐ Yes ☐ No

What is included in the standard combination other than the entrée?

☐ Side → how many are included in the combination? \_\_\_\_\_☐ Drink → what size? \_\_\_\_\_☐ Other comments: \_\_\_\_\_**MANAGEMENT:**☒ Introduction at beginning? Comments: ok - no problem☐ Approached by management? Comments: \_\_\_\_\_☒ Pamphlets (2) given. Comments: \_\_\_\_\_**OTHER NOTES:** (e.g. co-brand, demographics, language, location, problems, etc)Quiet location

OBSERVATION LOG

#107

ID#: 41095854

QSE Name: SubwayDate: 5/23/07QSE Address: 401 8th & 30th StreetTeam: BASKY BASKY  
Dominique Morone  
MARC MARCELLTime Arrival: 11<sup>30</sup>Start: 12:09End: 2:02Departure: 2:10

	# patrons	# surveys
TOTAL	98	48

# unused MetroCards: 8# multiple diners: 1AT ARRIVAL:Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☐ No ☐ Poster ☐ Pamphlet ☒ Other: Maps  
Food Court  
CupsAT END OF SHIFT:

Any site-specific specials/promotions? If so, please describe:

Location also sells pizza [Buy 2 slices & get 16 oz drink free]COMBINATIONS:Does this location have value/combination options? ☒ Yes ☐ NoIf YES, are all items detailed and included on receipt? ☐ Yes ☐ No

What is included in the standard combination other than the entrée?

☒ Side → how many are included in the combination? 1 chips, apple, cookies☒ Drink → what size? M☐ Other comments: \_\_\_\_\_MANAGEMENT:☒ Introduction at beginning? Comments: VERY AMICABLE, NO DIFFICULTIES☒ Approached by management? Comments: MANAGER TRIED TO TURN IN RECEIPT FOR METROCARD☒ Pamphlets (2) given. Comments: GIVEN TO MANAGER AFTER HE CALLED & HAD MARC SPEAK TO OWNER ON PHONEOTHER NOTES: (e.g. co-brand, demographics, language, location, drive-through, problems, etc)MAJORITY OF CUSTOMERS ON LUNCH BREAK WERE WHITE, SEEMED TO WORK IN AREA BUT LOCATION WAS IN A HEAVILY RESTAURANT/FOOD ESTABLISHMENT POPULATED AREA ON OTHER SIDE OF MARION SQ GARDEN & PENN STATION. A FEW INDIVIDUALS (3) MENTIONED THEY STICK TO SUBWAY AS A DIET OPTION AND WERE 40+ IN AGE. SOME INDIVIDUALS (2, BLACK WOMEN) ASKED FOR OPINION ON HAVING MAYONNAISE ON SANDWICHES; I.E. WAS IT BAD OR GOOD?

ID#: 131OBSERVATION LOGQSE Name: SubwayDate: 04-06-07QSE Address: 3755 B'way, NYTeam: #3 Bblgn

Time Arrival: 11:30  
 Start: 11:40  
 End: 1:45  
 Departure: 1:50

	# patrons	# surveys
TOTAL	<u>56</u>	<u>21</u>

# unused MetroCards: 34 ✓# multiple diners: 1AT ARRIVAL:Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☐ No ☒ Poster ☒ Pamphlet ☐ Other: \_\_\_\_\_nutrition info on cup, napkin wrapper, cupAT END OF SHIFT:

Any site-specific specials/promotions? If so, please describe:

4 subs \$3.99 after 4:00pm, Meal of the day \$4.60/100COMBINATIONS:Does this location have value/combination options? ☒ Yes ☐ NoIf YES, are all items detailed and included on receipt? ☐ Yes☒ No clips are not on receipt or labels.

What is included in the standard combination other than the entrée?

☒ Side → how many are included in the combination? 1☒ Drink → what size? Med.☐ Other comments: \_\_\_\_\_MANAGEMENT:

☒ Introduction at beginning? Comments: Mgr. Not in. Employee called owner spoke with him on phone. Receptionist to us being there  
☐ Approached by management? Comments: \_\_\_\_\_  
☒ Pamphlets (2) given. Comments: None

OTHER NOTES: (e.g. co-brand, demographics, language, location, drive-through, problems, etc)

99% of customers spoke no english. Had to ask people to go back in for receipt, store was not giving them out. They offer fat free sauce or dressing.

**OBSERVATION LOG**

QSE Name: Subway  
 QSE Address: 11 Flatbush Avenue  
Brooklyn, New York 11217  
 Time Arrival: 12:15 (10:45)  
 Start: 12:15  
 End: 2<sup>00</sup>  
 Departure: 9<sup>30</sup>

Date: March 28, 2007

	# patrons	# surveys
TOTAL	113	55

Team 4  
 ID# 136

S4

**AT ARRIVAL:**Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alt. locationIs calorie information elsewhere? ☐ No ☐ Poster ☐ Pamphlet ☒ Other: Daphn**AT END OF SHIFT:****Store Observations:**

Were any items purchased but did not show up on the receipt? (e.g. drink or side w/ combinations)  
Dressings were not on receipts.

Any site-specific specials/promotions? If so, please describe:

**OTHER NOTES:**

ID#: 141OBSERVATION LOGQSE Name: SubwayDate: 4/9/07QSE Address: 93 Church AvenueTeam: #2Time Arrival: 11:30Start: 11:40End: 2:00Departure: 2:05

	# patrons	# surveys
TOTAL	<u>42</u>	<u>23</u>

# unused MetroCards: 32 ✓# multiple diners: 5 - ~~10/10/10~~AT ARRIVAL:Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☐ No ☒ Poster ☐ Pamphlet ☐ Other: \_\_\_\_\_AT END OF SHIFT:Any site-specific specials/promotions? If so, please describe:  
\_\_\_\_\_  
\_\_\_\_\_COMBINATIONS:Does this location have value/combination options? ☒ Yes ☐ NoIf YES, are all items detailed and included on receipt? ☐ Yes ☒ No

What is included in the standard combination other than the entrée?

☒ Side → how many are included in the combination? \_\_\_\_\_☒ Drink → what size? MED. DRINKS are not necessarily Printed  
ON Receipts for COMBO ORDERS☐ Other comments: \_\_\_\_\_MANAGEMENT:☒ Introduction at beginning? Comments: Well Received☐ Approached by management? Comments: \_\_\_\_\_☒ Pamphlets (2) given. Comments: well ReceivedOTHER NOTES: (e.g. co-brand, demographics, language, location, drive-through, problems, etc)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**OBSERVATION LOG**

QSE Name: Subway  
 QSE Address: 2120 86<sup>th</sup> St. Bklyn.

Date: 03-27-07

**Time**

Arrival: 11:30

Start: 11:45

End: 2:00

Departure: 2:00

	# patrons	# surveys
TOTAL	<u>54</u>	<u>29</u>

31

Team 3  
ID 153

**AT ARRIVAL:**

Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alt. location

Is calorie information elsewhere? ☐ No ☒ Poster ☒ Pamphlet ☐ Other: on glass covering

**AT END OF SHIFT:****Store Observations:**

Were any items purchased but did not show up on the receipt? (e.g. drink or side w/ combinations)

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Any site-specific specials/promotions? If so, please describe:

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**OTHER NOTES:**


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ID#-158

**OBSERVATION LOG**QSE Name: SubwayDate: 5/18/07QSE Address: 2508Team: 1Time Arrival: 12:00 PMStart: 12:10 PMEnd: 1:30 PMDeparture: 2:00 PM

	# patrons	# surveys
TOTAL	69	55

estimated # add'l drive-thru patrons: 0# unused MetroCards: 0# multiple diners: 8**AT ARRIVAL:**Is calorie information on the menu board? ☒ No☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☐ No☐ Poster☒ Pamphlet☐ Other: Cups + W-pkms**AT END OF SHIFT:**

Any site-specific specials/promotions? If so, please describe:

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**COMBINATIONS:**

Does this location have value/combination options?

☒ Yes☐ NoIf **YES**, are all items detailed and included on receipt?☐ Yes☐ No

What is included in the standard combination other than the entrée?

☒ Side → how many are included in the combination? 1☒ Drink → what size? M☐ Other comments: \_\_\_\_\_**MANAGEMENT:**☒ Introduction at beginning? Comments: Went very well☐ Approached by management? Comments: \_\_\_\_\_☐ Pamphlets (2) given. Comments: \_\_\_\_\_**OTHER NOTES:** (e.g. co-brand, demographics, language, location, problems, etc)

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#168

ID#: 40400516

OBSERVATION LOGQSE Name: SubwayDate: 4/24/07QSE Address: (31st + 5th) 302 5th AvenueTeam: Andy Chu, Victoria  
Stun, HenrietteTime Arrival: 11:35 PMStart: 12:20 PMEnd: 2:00 PMDeparture: 2:05 PM

	# patrons	# surveys
TOTAL	235	26/27

Kadish

# unused MetroCards: 28

(2 survey w/o receipt)

# multiple diners: 2AT ARRIVAL:Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☐ No ☐ Poster ☐ Pamphlet ☒ Other: glass pane on sandwich fixingsAT END OF SHIFT:

Any site-specific specials/promotions? If so, please describe:

COMBINATIONS:Does this location have value/combination options? ☒ Yes ☐ NoIf YES, are all items detailed and included on receipt? ☐ Yes ☒ No

What is included in the standard combination other than the entrée?

☒ Side → how many are included in the combination? 1 Baked chips Fit Meal Combo  
(chips, apple slices, raisins)☐ Drink → what size?     ☐ Other comments:     MANAGEMENT:☐ Introduction at beginning? Comments:     ☐ Approached by management? Comments:     ☒ Pamphlets (2) given. Comments:     OTHER NOTES: (e.g. co-brand, demographics, language, location, drive-through, problems, etc)co-brand with Baskin Robbins + Dunkin Donuts; most customers the  
for BR or DD

12-2pm

ID#: 174

OBSERVATION LOGQSE Name: SubwayDate: 4/11/07QSE Address: 843 Franklin Ave, Bklyn, NYTeam: #2Time Arrival: 11:45Start: 12:00End: 4:00Departure: 4:05

	# patrons	# surveys
TOTAL	32	21

12-2

3 MD 45 26 2-4pm  
# unused MetroCards: 63# multiple diners: 3AT ARRIVAL:Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alt. locationIs calorie information elsewhere? ☐ No ☒ Poster ☒ Pamphlet ☐ Other: \_\_\_\_\_AT END OF SHIFT:

Is there a drive-through window?

☐ Yes → how many patrons were using drive-through? ☒ None ☐ Some ☐ A lot  
☐ No

Were any items purchased but did not show up on the receipt? (e.g. drink or side w/ combinations)

None

Any site-specific specials/promotions? If so, please describe:

NoneOTHER NOTES: (e.g. language barrier; location – residential, commercial, industrial; problems; etc)

One major barrier was the location of this site.  
It is located down the block from @ major high school.  
Prospect Heights & Clara Barton Making the majority  
of the customer base under 18 of age. The location  
is also extremely small. It about 200 square feet.  
Traffic was very moderate considering the  
size of the site.

(Attached to the surveys is a menu describing short-termed abbreviations)  
ID#: \_\_\_\_\_

### OBSERVATION LOG

QSE Name: Subway

Date: 4/20/07

QSE Address: 11 Broadway

Team: Michelle Nabatian,  
Victoria Stein,

Time Arrival: 11:45 am

Start: 12:25 pm

End: 1:40 pm

Departure: 1:45 pm

	# patrons	# surveys
TOTAL	<u>174</u>	<u>51</u>

Stacey  
McCarthy

# unused MetroCards: 0 ran out!

# multiple diners: 0

(47)

### AT ARRIVAL:

Is calorie information on the menu board? ☒ No

☐ Yes, proceed to alternate location

Is calorie information elsewhere? ☐ No ☐ Poster ☐ Pamphlet

☒ Other: posted on glass case in front of sandwich fixings

### AT END OF SHIFT:

Any site-specific specials/promotions? If so, please describe:

Meal Fit Plan

### COMBINATIONS:

Does this location have value/combination options?

☒ Yes

☐ No

If YES, are all items detailed and included on receipt?

☐ Yes

☒ No

What is included in the standard combination other than the entrée?

☒ Side → how many are included in the combination? 1 "fit side"

Baked beans, sliced raisins, or apples

☐ Drink → what size? 21 oz.

☐ Other comments: \_\_\_\_\_

### MANAGEMENT:

☐ Introduction at beginning? Comments: NO

☐ Approached by management? Comments: NO

☒ Pamphlets (2) given. Comments: Thanked us - VERY busy

OTHER NOTES: (e.g. co-brand, demographics, language, location, drive-through, problems, etc)

LOTS of kids - school groups came in - around 25 or so. Also this site was opposite the MTA building - so the metrocards weren't much incentive. Also, it got very crowded + around 10-20 people walked in & then walked out w/out ordering a ... but last didn't ...

ID#: 199OBSERVATION LOGQSE Name: SubwayDate: April 17, 2008QSE Address: 253-10 77th AvenueTeam: #4 Queens

Time

Arrival: 10:44Start: 11:30 / 1:52End: 1:30 / 3:52Departure: 4:13

LNCH	# patrons	# surveys
TOTAL	41	32

6:30 P.M. 22 16  
 # unused MetroCards: 24 / 39 P.M.  
 # multiple diners: 7 / 2 P.M.

AT ARRIVAL:Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☐ No ☐ Poster ☐ Pamphlet ☒ Other: napkins, postersAT END OF SHIFT:

Any site-specific specials/promotions? If so, please describe:

COMBINATIONS:Does this location have value/combination options? ☒ Yes ☐ NoIf YES, are all items detailed and included on receipt? ☐ Yes ☒ No

What is included in the standard combination other than the entrée?

☒ Side → how many are included in the combination? 3 cookies or chips☒ Drink → what size? med.☐ Other comments: \_\_\_\_\_MANAGEMENT:☒ Introduction at beginning? Comments: Friendly. Receptive. Will give out receipts.☒ Approached by management? Comments: 12:10 spoke to owner on phone → A.O.K! ☺☐ Pamphlets (2) given. Comments: \_\_\_\_\_OTHER NOTES: (e.g. co-brand, demographics, language, location, problems, etc)Slow location but excellent feedback!Drive-Through %age of business: N/A 0% 1-25% 25-50% 51-75% >75%

OBSERVATION LOG

12-2pm

QSE Name:

Subway's

Date:

4/23/07

QSE Address:

786A Port Richmond

Team:

#2

Time

Arrival:

11:20

Start:

11:25

End:

4:00

Departure:

4:15

	# patrons	# surveys
TOTAL	45	39

estimated # add'l drive-thru patrons: \_\_\_\_\_

# unused MetroCards: 52 ✓# multiple diners: 7AT ARRIVAL:

Is calorie information on the menu board?

☒ No☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☐ No☒ Poster☒ Pamphlet☐ Other: \_\_\_\_\_AT END OF SHIFT:

Any site-specific specials/promotions? If so, please describe:

NoneCOMBINATIONS:

Does this location have value/combination options?

☒ Yes☐ NoIf YES, are all items detailed and included on receipt?☐ Yes☒ No

What is included in the standard combination other than the entrée?

☒ Side → how many are included in the combination? 1☒ Drink → what size? 21oz☐ Other comments: \_\_\_\_\_MANAGEMENT:☐ Introduction at beginning? Comments: Well Received☒ Approached by management? Comments: Well Received☒ Pamphlets (2) given. Comments: Well Received.OTHER NOTES: (e.g. co-brand, demographics, language, location, problems, etc)Very Residential. However, traffic was moderate.

2-4 pm

ID#: 211

OBSERVATION LOG

QSE Name:

Subway's

Date: 4/23/07

QSE Address:

786A Port Richmond

Team: #2

Time

Arrival:

11:20

Start:

11:25

End:

4:00

Departure:

4:15

	# patrons	# surveys
TOTAL	32	19

estimated # add'l drive-thru patrons: \_\_\_\_\_

# unused MetroCards: 52 ✓

# multiple diners: 4

AT ARRIVAL:

Is calorie information on the menu board?

☒ No☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☐ No☒ Poster☒ Pamphlet☐ Other: \_\_\_\_\_AT END OF SHIFT:

Any site-specific specials/promotions? If so, please describe:

None

COMBINATIONS:

Does this location have value/combination options?

☒ Yes☐ NoIf YES, are all items detailed and included on receipt?☐ Yes☒ No

What is included in the standard combination other than the entrée?

☒ Side → how many are included in the combination? 1☒ Drink → what size? 21oz☐ Other comments: \_\_\_\_\_MANAGEMENT:☐ Introduction at beginning? Comments:

Well Received

☒ Approached by management? Comments:

Well Received

☒ Pamphlets (2) given. Comments:

Well Received

OTHER NOTES: (e.g. co-brand, demographics, language, location, problems, etc)

Very Residential. However, traffic was moderate.

**OBSERVATION LOG**QSE Name: SubwayDate: April 25, 2007QSE Address: 31-188A BroadwayTeam: #4 Queens

Time

Arrival: 10:50Start: 11:30-1:34PM  
End: 1:34-3:34Departure: 3:43

LUNCH	# patrons	# surveys
TOTAL	<u>25</u>	<u>15</u>

estimated # add'l drive-thru patrons: N/AP.M. # PATRONS 26 # SURVEYS 13LUNCH # unused MetroCards: 82LUNCH # multiple diners: 1**AT ARRIVAL:**Multiple 4Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☒ No ☐ Poster ☐ Pamphlet ☐ Other: \_\_\_\_\_**AT END OF SHIFT:**

Any site-specific specials/promotions? If so, please describe:

**COMBINATIONS:**Does this location have value/combination options? ☐ Yes ☐ NoIf **YES**, are all items detailed and included on receipt? ☐ Yes ☐ No

What is included in the standard combination other than the entrée?

☐ Side → how many are included in the combination? \_\_\_\_\_☐ Drink → what size? \_\_\_\_\_☐ Other comments: \_\_\_\_\_**MANAGEMENT:**☒ Introduction at beginning? Comments: Manager is not in site, spw/worker to contact me☒ Approached by management? Comments: \_\_\_\_\_☒ Pamphlets (2) given. Comments: \_\_\_\_\_**OTHER NOTES:** (e.g. co-brand, demographics, language, location, problems, etc)-2:00- protest in traffic slow on sidewalks- bullHR- 9:00AM-3AM- M-THRS- 9:00AM-5:00AM- FRI/ SAT. SUN- 10AM-3AM2:53- sp w/ employees regarding receipts-

ID#: 224OBSERVATION LOGQSE Name: SubwayDate: 0502-07QSE Address: 107-28 Continental Ave, QueensTeam: #3Time Arrival: 11:26Start: 11:32End: 3:27Departure: 3:36

	# patrons	# surveys
TOTAL	<u>147</u>	<u>110</u>

estimated # add'l drive-thru patrons: N/A# unused MetroCards: 2# multiple diners: 10AT ARRIVAL:Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☐ No ☒ Poster ☒ Pamphlet ☒ Other: Napkins, cupsAT END OF SHIFT:

Any site-specific specials/promotions? If so, please describe:

COMBINATIONS:Does this location have value/combination options? ☒ Yes ☐ NoIf YES, are all items detailed and included on receipt? ☒ Yes ☐ No

What is included in the standard combination other than the entrée?

☒ Side → how many are included in the combination?    ☒ Drink → what size? med☐ Other comments:    MANAGEMENT:☒ Introduction at beginning? Comments: Agreeable☐ Approached by management? Comments:    ☒ Pamphlets (2) given. Comments: AgreeableOTHER NOTES: (e.g. co-brand, demographics, language, location, problems, etc)Receipts not accurate because you pick out your own sides. Near Bus stop & subway stop.



ID# 2001

**OBSERVATION LOG**QSE Name: SubwayDate: May 3, 2005QSE Address: 149 E. 60th Street, New YorkTeam: #4 QueensTime Arrival: 11:18Start: 11:30End: 1:15Departure: 1:24

	# patrons	# surveys
TOTAL	<u>135</u>	<u>55</u>

yoh!

estimated # add'l drive-thru patrons: N/A# unused MetroCards: 0 ✓# multiple diners: 5**AT ARRIVAL:**Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☒ No ☐ Poster ☐ Pamphlet ☐ Other: \_\_\_\_\_**AT END OF SHIFT:**

Any site-specific specials/promotions? If so, please describe:

**COMBINATIONS:**Does this location have value/combination options? ☐ Yes ☐ NoIf YES, are all items detailed and included on receipt? ☐ Yes ☐ No

What is included in the standard combination other than the entrée?

☐ Side → how many are included in the combination? \_\_\_\_\_☐ Drink → what size? \_\_\_\_\_☐ Other comments: \_\_\_\_\_**MANAGEMENT:**☒ Introduction at beginning? Comments: \_\_\_\_\_☐ Approached by management? Comments: \_\_\_\_\_☒ Pamphlets (2) given. Comments: \_\_\_\_\_**OTHER NOTES:** (e.g. co-brand, demographics, language, location, problems, etc)Busy location - nice, friendly people!

**OBSERVATION LOG**QSE Name: SubwayDate: May 1, 2008QSE Address: 24<sup>th</sup> East 14<sup>th</sup> Street, New YorkTeam: #4 QueensTime Arrival: 10:50Start: 11:30End: 1:30Departure: 1:38

	# patrons	# surveys
TOTAL	57	33

estimated # add'l drive-thru patrons: N/A# unused MetroCards: 22 ✓# multiple diners: 2**AT ARRIVAL:**Is calorie information on the menu board? ☒ No☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☒ No☐ Poster☐ Pamphlet☐ Other: \_\_\_\_\_**AT END OF SHIFT:**

Any site-specific specials/promotions? If so, please describe:

Special meatball hero 6" \$2.99**COMBINATIONS:**

Does this location have value/combination options?

☐ Yes☐ NoIf YES, are all items detailed and included on receipt?☐ Yes☐ No

What is included in the standard combination other than the entrée?

☐ Side → how many are included in the combination? \_\_\_\_\_☐ Drink → what size? \_\_\_\_\_☐ Other comments: \_\_\_\_\_**MANAGEMENT:**☒ Introduction at beginning? Comments: \_\_\_\_\_☐ Approached by management? Comments: \_\_\_\_\_☒ Pamphlets (2) given. Comments: \_\_\_\_\_**OTHER NOTES:** (e.g. co-brand, demographics, language, location, problems, etc)Special meatball hero Near NY Eye & Ear Infirmary  
Multiple bus stops.

OBSERVATION LOGQSE Name: Sulway Date: 05-11-07QSE Address: 11 Clinton Square, NYC Team: #3Time  
Arrival: 11:26  
Start: 11:37  
End: 1:38  
Departure: 1:41

	# patrons	# surveys
TOTAL	<u>49</u>	<u>31</u>

estimated # add'l drive-thru patrons: N/A# unused MetroCards: 24# multiple diners: 4AT ARRIVAL:Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☐ No ☒ Poster ☒ Pamphlet ☒ Other: Nephins, cupsAT END OF SHIFT:Any site-specific specials/promotions? If so, please describe:  
\_\_\_\_\_  
\_\_\_\_\_COMBINATIONS:Does this location have value/combination options? ☒ Yes ☐ NoIf YES, are all items detailed and included on receipt? ☐ Yes ☒ No

What is included in the standard combination other than the entrée?

☒ Side → how many are included in the combination? 1☒ Drink → what size? med☐ Other comments: \_\_\_\_\_☒ No  
not specified  
on ReceiptMANAGEMENT:☒ Introduction at beginning? Comments: Agreeable☐ Approached by management? Comments: \_\_\_\_\_☒ Pamphlets (2) given. Comments: AgreeableOTHER NOTES: (e.g. co-brand, demographics, language, location, problems, etc)Large Chinese population. Student special - 6" sub  
with 1/2 chicken & cookie \$5. 12" sub & cookie \$6.

**OBSERVATION LOG**ID#: 155

QSE Name: Subway  
 QSE Address: 1448 East Ave Bronx, NY

Date: 4/30/07  
 Team: Bronx

Time  
 Arrival: 11:47  
 Start: 11:55  
 End: 2:00  
 Departure: 2:05

	# patrons	# surveys
TOTAL	<u>63</u>	<u>55</u>

estimated # add'l drive-thru patrons: 0# unused MetroCards: 0# multiple diners: 8**AT ARRIVAL:**Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☐ No ☐ Poster ☐ Pamphlet ☒ Other: POST CARD**AT END OF SHIFT:**DISPLAY CASE

Any site-specific specials/promotions? If so, please describe:

**COMBINATIONS:**Does this location have value/combination options? ☒ Yes ☐ NoIf YES, are all items detailed and included on receipt? ☒ Yes ☐ No

What is included in the standard combination other than the entrée?

☐ Side → how many are included in the combination?     ☒ Drink → what size? Medium☐ Other comments:     **MANAGEMENT:**☒ Introduction at beginning? Comments: Receptive☐ Approached by management? Comments: n/a☒ Pamphlets (2) given. Comments:     **OTHER NOTES:** (e.g. co-brand, demographics, language, location, problems, etc)

Parkchester Condominiums Development.  
Residential / Commercial Area. Lunch Crowd.

OBSERVATION LOG

QSE Name:

Subway

Date:

May 2, 2008

QSE Address:

43-02 Pitman Boulevard Astoria  
New York

Team:

#4 Queens

Time

Arrival:

11:00

Start:

11:30

End:

1:30

Departure:

1:35

	# patrons	# surveys
TOTAL	37	27

estimated # add'l drive-thru patrons: N/A# unused MetroCards: 30 ✓# multiple diners: 4AT ARRIVAL:

Is calorie information on the menu board?

☒ No☐ Yes, proceed to alternate location

Is calorie information elsewhere?

☐ No☒ Poster☒ Pamphlet☐ Other: \_\_\_\_\_AT END OF SHIFT:

Any site-specific specials/promotions? If so, please describe:

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COMBINATIONS:

Does this location have value/combination options?

☒ Yes☐ NoIf YES, are all items detailed and included on receipt?☐ Yes☒ No

What is included in the standard combination other than the entrée?

☒ Side → how many are included in the combination? 1☒ Drink → what size? med.☐ Other comments: \_\_\_\_\_MANAGEMENT:☒ Introduction at beginning? Comments: OKay.☐ Approached by management? Comments: \_\_\_\_\_☐ Pamphlets (2) given. Comments: \_\_\_\_\_OTHER NOTES: (e.g. co-brand, demographics, language, location, problems, etc)

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OBSERVATION LOG

ID# 269

QSE Name:

Sulway

Date:

05-07-07

QSE Address:

102-06 Atlantic Ave, Queens

Team:

#3

Time

Arrival:

11:27

Start:

11:34

End:

1:41

Departure:

1:46

	# patrons	# surveys
TOTAL	<u>51</u>	<u>22</u>

estimated # add'l drive-thru patrons: N/A# unused MetroCards: 33# multiple diners: 2AT ARRIVAL:

Is calorie information on the menu board?

☒ No☐ Yes, proceed to alternate location

Is calorie information elsewhere?

☐ No☒ Poster☒ Pamphlet☒ Other:Napkins & cupsAT END OF SHIFT:

Any site-specific specials/promotions? If so, please describe:

- NoCOMBINATIONS:

Does this location have value/combination options?

☒ Yes☐ NoIf YES, are all items detailed and included on receipt?☐ Yes☒ No

What is included in the standard combination other than the entrée?

☒ Side→ how many are included in the combination? 2☒ Drink→ what size? medium☐ Other comments:MANAGEMENT:☒ Introduction at beginning? Comments:Agreeable☐ Approached by management? Comments:☒ Pamphlets (2) given. Comments:AgreeableOTHER NOTES: (e.g. co-brand, demographics, language, location, problems, etc)

In a strip mall, next door to Dunkin' donuts;  
residential neighborhood; not so busy. Lot of people  
did not want to participate

OBSERVATION LOG

QSE Name:

SubwayDate: 05-09-07

QSE Address:

103-04 Liberty Ave, Queens

Team:

#3

Time

Arrival:

11:26

Start:

11:29

End:

1:30

Departure:

1:37

	# patrons	# surveys
TOTAL	<u>26</u>	<u>14</u>

(15)estimated # add'l drive-thru patrons: 2# unused MetroCards: 5- 24 went to 05-11-07 surveys# multiple diners: 3- 1 went to 05-10-07 surveyAT ARRIVAL:

Is calorie information on the menu board?

☒ No☐ Yes, proceed to alternate location.

Is calorie information elsewhere?

☐ No☒ Poster☒ Pamphlet☒ Other Waphen & CupsAT END OF SHIFT:

Any site-specific specials/promotions? If so, please describe:

COMBINATIONS:

Does this location have value/combination options?

☒ Yes☐ NoIf YES, are all items detailed and included on receipt?☐ Yes☐ No

What is included in the standard combination other than the entrée?

☒ Side → how many are included in the combination? 1☒ Drink → what size? med☐ Other comments:MANAGEMENT:☒ Introduction at beginning? Comments:Agreeable☐ Approached by management? Comments:☒ Pamphlets (2) given. Comments:AgreeableOTHER NOTES: (e.g. co-brand, demographics, language, location, problems, etc)Receipts are 1 hour off. Lunch special - 2 foot long for \$7.99/100

ID#: 280OBSERVATION LOGQSE Name: Subway Date: 5/11/07QSE Address: 717 Grand Street, Bklyn, NY Team: #2

Time Arrival: 11:50  
 Start: 12:00  
 End: 2:00  
 Departure: 2:00

	# patrons	# surveys
TOTAL	<u>25</u>	<u>9</u>

estimated # add'l drive-thru patrons: \_\_\_\_\_

# unused MetroCards: 46 ✓# multiple diners: 1AT ARRIVAL:Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☒ No ☐ Poster ☐ Pamphlet ☐ Other: \_\_\_\_\_AT END OF SHIFT:

Any site-specific specials/promotions? If so, please describe:

NoneCOMBINATIONS:Does this location have value/combination options? ☐ Yes ☒ NoIf YES, are all items detailed and included on receipt? ☐ Yes ☐ No

What is included in the standard combination other than the entrée?

☐ Side → how many are included in the combination? \_\_\_\_\_☐ Drink → what size? \_\_\_\_\_☐ Other comments: \_\_\_\_\_MANAGEMENT:☒ Introduction at beginning? Comments: Well Received☒ Approached by management? Comments: Managers were not friendly at all.☐ Pamphlets (2) given. Comments: Well ReceivedOTHER NOTES: (e.g. co-brand, demographics, language, location, problems, etc)

The traffic was extremely slow. The Managers  
were not receptive to the study. The time factor  
was off by 2 hours. Ask Manager to about time  
factor. Wouldn't agree to anything.



OBSERVATION LOG

QSE Name:

Subway

Date:

5/08/07

QSE Address:

2825 Broadway

Team:

Bronx

Time

Arrival: 11:40Start: 11:50End: 1:15Departure: 1:30

	# patrons	# surveys
TOTAL	<u>59</u>	<u>55</u>

estimated # add'l drive-thru patrons: 0# unused MetroCards: 0# multiple diners: 1AT ARRIVAL:Is calorie information on the menu board? ☒ No ☐ Yes, proceed to alternate location.Is calorie information elsewhere? ☒ No ☐ Poster ☐ Pamphlet ☐ Other: Display CaseAT END OF SHIFT:

Any site-specific specials/promotions? If so, please describe:

POST CARDCOMBINATIONS:Does this location have value/combination options? ☒ Yes ☐ NoIf YES, are all items detailed and included on receipt? ☐ Yes ☐ No

What is included in the standard combination other than the entrée?

☒ Side → how many are included in the combination? Chips or Cookies☒ Drink → what size? Large☐ Other comments: \_\_\_\_\_MANAGEMENT:☒ Introduction at beginning? Comments: Receptive/Cooperative☐ Approached by management? Comments: no☒ Pamphlets (2) given. Comments: \_\_\_\_\_OTHER NOTES: (e.g. co-brand, demographics, language, location, problems, etc)

Busy subway restaurant very small seating accommodations for only 8 people. Large percentage of patrons eager to participate / curious.

Upper West at 109th St tremendous amount of construction and new buildings in the area

ID#: 245 289**OBSERVATION LOG**QSE Name: Starbucks SubwayDate: May 10, 2008QSE Address: 242-02 61st Ave. Bayside, New York  
87-04 AstoriaTeam: #4 JucosTime Arrival: 11Start: 11:30 - 12:50

End: \_\_\_\_\_

Departure: 1:00

	# patrons	# surveys
TOTAL	<u>20</u>	<u>9</u>

Multi: 2estimated # add'l drive-thru patrons: N/A# unused MetroCards: 86# multiple diners: 2SUBWAY. P.M. 7:30 PATRONS - 34  
AT ARRIVAL: 3:40 SURVEYS 12 X 4Is calorie information on the menu board? ☐ No☐ Yes, proceed to alternate locationIs calorie information elsewhere? ☐ No☐ Poster☐ Pamphlet☐ Other: \_\_\_\_\_**AT END OF SHIFT:**

Any site-specific specials/promotions? If so, please describe:

(Subway) Buy one get one free w/ 32oz drink - 12"**COMBINATIONS:**

Does this location have value/combination options?

☒ Yes☐ NoIf **YES**, are all items detailed and included on receipt?☒ Yes☐ No

What is included in the standard combination other than the entrée?

☐ Side → how many are included in the combination? \_\_\_\_\_☒ Drink → what size? 32oz☐ Other comments: \_\_\_\_\_**MANAGEMENT:**☒ Introduction at beginning? Comments: \_\_\_\_\_☐ Approached by management? Comments: \_\_\_\_\_☐ Pamphlets (2) given. Comments: \_\_\_\_\_**OTHER NOTES:** (e.g. co-brand, demographics, language, location, problems, etc)

approx 11:50 - Manager approached us and asked if we had permission from  
Met security. She then stated we would have to move until she got  
the "ok" from her manager, who had to get it from corporate which  
would be approx 4 days. The manager at a later time, said we  
could stay but, we still needed ok from security and it was hard to  
at 3:40 AM then property. We decided to stay at this location →